



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
January 13, 2015

1. Call to Order

The meeting was called to order by Board Chair, Bram Winter, at 1:11 pm.

Members Present

Bram Winter
Charlie Yates
Linda Finley

CBID

Cheryl Cuming, CAO
Marjorie Ott

Guests

Jessica Blanchfield, MMC
Cody Dixon, MMC

Excused Absence

Pragna Patel-Mueller

2. Consent Agenda Items

Regular Board meeting minutes – December 9, 2014
Special Board meeting minutes – December 23, 2014

Charlie Yates moved and Linda Finley seconded to approve the minutes of December 9th and 23rd as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Board Member Selection

Greg Pacheco has withdrawn his application. Brigitte Olmos, Ralph Covell and Jim Bahringer are the remaining candidates. Charlie explained that because we have to tie it back to tourism and Jim Bahringer is the only lodging constituent, even though both Brigitte and Ralph had strong desires to participate. Bram said that after discussion with Cheryl Cuming it was made clear that with a 4 member board, a minimum of 2/3 of the board, per CBID Bylaws, must be lodging members. That would mean that we would have to add a lodging member to be in compliance and since Jim Bahringer is the only applicant that is a lodging owner, he would be the natural selection. If the board mix had not changed to 5 members, there would be room for a non-constituent member. If the board elected to return to a larger board, they could add a new non-constituent member at that time. All applicants were encourage to continue to apply in the future.

Charlie Yates moved and Linda Finley seconded we bring Jim Bahringer onto the Cambria Tourism Board to replace Victoria Moreno's term ending January 31, 2016.

Cheryl recommended that the board keep In mind that when a board member is also a member of the CCSD they should consider abstaining on any votes that are pertinent to CCSD business. Cheryl will make note of this at any time a topic of this kind comes up for a vote.

Motion carried unanimously.

Cheryl will submit the motion to the Nikki Schmit as soon as she receives the minutes from Julia to be put on the agenda for the next Board of Supervisors meeting.

3.2 Stewardship Travel Meeting – Costs for Printing

Julia and Linda Finley presented the two sample bags for the Stewardship Travel Beach Clean Up Tote and provided a spreadsheet with pricing. Quotes were given for a bag to be printed by Branders for the preferred bag as recommended by the Outreach Committee and selected by the board. Quotes ranged for prices for 1,000 and 1,500 bags. There would be options of the full amount with a front only print of the CTB logo and the Stewardship Logo, printing for 2 hoteliers adding back prints, and printing for 4 hotelier back prints. The board chose to have 1,500 bags printed front print only and to look into the back printing at a later date. Prices included trash bags and latex gloves to be placed inside the bags. Also given were prices to have several items printed on VistaPrint for 250 business cards each for Julia Mitchell and Linda Finley (Outreach Chair), 250 presentation folders, and a 1,500 quantity of a letter that will be placed into the bags. In addition it included a price for paper and ink for printing one-time items to be printed off Julia's printer for each lodging constituent business. The total cost for the quantities the Outreach committee recommended were a not to exceed \$8,500 which would cover the 1,500 quantity with 4 hoteliers as the maximum expense. These will all be distributed at a meeting to be held in February during the Coastal Discovery month. Another meeting will be held in April when Di Strachan can be present.

The participating lodgings for printing their back side printing would pay their own print and set up charges. The quantities discussed were 250 per lodging. Bram indicated that he would not need that many at his location, as did Charlie. It would also only allow 500 with the one side printing which the board did not feel would be adequate. Cheryl said that Avila has taken 2 years to use 1,000 bags. Their room count is much smaller than Cambria. Julia remarked that the price did not drop at the increased number. Marjorie recommended the individual hotels do fewer. Charlie asked if Avila had hoteliers printing on the back. He felt 50 at each property would be adequate. Cheryl added that this program relied upon the front desk staff for its success. Julia expressed concern that with such a low quantity per hotel, the cost becomes prohibitive for the hoteliers because of the cost of the screens. It makes the bags too expensive per piece. Marjorie recommended that since this program is just beginning, it might be better to print all with a front only print and have the hoteliers print their own in some other way. Charlie said that if we roll it out at the meeting, get the excitement going then we can approach all the hoteliers again to see if that is a feasible option at that time. Julia commented that having the logo only on the front is only a savings of \$500. Bram preferred the idea, as did Charlie, to go forward with a front only print to begin this program. It was agreed to go forward with the 1,500 quantity. The total price would be \$7,945.

Linda Finley moved and Charlie Yates seconded that we order the Stewardship Traveler Bag Program in a quantity of 1,500 bags with other print items, at a cost not to exceed \$8,000. Funds to be drawn from the Outreach Committee budget. Motion carried unanimously.

4. Information Items/Presentations

4.1 CBID Update

There were over 5,000 entries for the \$5,000 getaway. Out of the 5,000 entries there was a nice spread of interest in all kinds of lodging properties. Avila Beach was awarded the small airport conference in April, this was as a result of the US Airways article. This will put the region on the map for Airport Planners. Earth Day is in April which is a strong focus for Stewardship. MMC will be working with this. There were numerous entries for this and the applicants created very inventive applications. January 24th is the reception for the board "thank you" for their volunteer time. There will be a showing of the movie Ocean Giants.

4.2 CBID Presentations

Shared Asset: Guest blog program is part of the fiscal year marketing effort. It is encouraged for the

board and constituents to submit material to include in their blog program. They would like content ideas by January 28th. More assets will be presented throughout the year.

Tools Available to all Constituents – this was sent to the board digitally. No presentation was made. The Highway One Discovery Route program has received a new logo. This has been a very effective program.

Bram asked how to get unique visitors, Cheryl said that MMC can help Julia get that information. The eBlast list has grown to over 20,000. The new website has enabled WCC to direct visitors to specific destination content. Visitors used to be 1,000 but has gone up to 8,000.

4.3 Cambria Chamber of Commerce

Mary Ann Carson was not able to be present.

4.4 Stewardship Travel Standing Item

Linda mentioned that Julia and she have been working on this program and she is very pleased with the results of their efforts. She will be looking into developing a Pacific Coast Wine Trail idea for local farmers. We are considering a Stewardship meeting for constituents, nonprofits and businesses on February 11th.

4.5 Budget Summation Year-to-Date

Julia presented the Year to Date figures for all committees. Available funds for administration were \$86,779 of that we have spent \$33,105, remaining \$53,674. Contingency fund available funds were \$66,432, of which we have spent \$10,835 leaving a remaining \$55,597. Marketing fund available funds were \$348,352 with \$100,061 spent and \$248,291 remaining. Events had available funds of \$53,000 with \$10,050 spent and \$42,950 remaining. Outreach had available funds of \$36,317 with \$11,000 spent and \$25,317 remaining. That did not include what was spent at this meeting.

4.6 MMC Marketing Update

MMC's new DBA is not Archer & Hound as a result of purchasing another company. Fall/ Winter campaign will run through this month and a report will be created for the board after that is completed. The Spring campaign is Stewardship driven beginning in February. They are also working with the Blendfest and some travel writers to bring people to Cambria, including Cambria wineries, for this event. The event is February 21st which corresponds with the Pacific Coast Wine Trail Passport event. Cody shared on the PR Side that Scott Bridges from LA Biz came to stay in Cambria. Karen from the Huffington Post is also interested and is being encourage to do some Stewardship activities when they stay. There was an opportunity for providing lodging packages through Sunset Magazine. We had 3 contributors. California Homes is hitting the news stands on January 22nd. Our story was bumped to a 3 page feature. Best of the Coast leads off with a story on Cambria in the Southern California section.

Jessica mentioned that the Live Cam for ABC 30 which is currently in Morro Bay is being discontinued as a sponsorship. They are looking for a new location and we are in the loop of that discussion. They will purchase the camera, install the camera and provide insurance for the camera. It will be used for all of their weather reporting throughout the day. It would be the only cam of its kind for the central coast in the valley. Cheryl reminded that this drives traffic and increases SEO. Cayucos has 2 live cams. Shoreline receives 25,000 views per month. Ours would be on the news and on their website both of which are #1 in that area with page views of 2.4 million. The cost is \$24,000 a year at \$2,000 a month. Bram asked about the budget. There is no marketing budget so it would need to come out of contingency. Cheryl suggested the board express their interest so that MMC can pursue the option and then have the board call a special meeting. The funds are available in the contingency fund. The marketing committee recommended approval if taken from contingency. Bram called a special meeting with a 24 hour notice to be held on Friday morning at 10 am. Cheryl reminded the board that with a 4 member board 50% is 2 members for a quorum. Julia will send out the notice.

4.7 Committee Meeting Minutes

Minutes were provided and reviewed prior to the meeting and not discussed.

Event Committee Meeting Minutes – December 2, 2014

December 23, 2014

Changed December 23rd minutes to state “Minutes” rather than “Agenda.” Also the decision regarding Jack Rabbit was to table the discussion until additional information is gathered. Julia will re-send the minutes once corrected.

Marketing Committee Meeting Minutes – December 9, 2014

Cycle Central Coast Task Force Minutes – December 9, 2014

Outreach Committee Meeting Minutes – December 2, 2014

5. Public Comment

Linda Finley thanks Consuelo for her countless hours of work for the Historical Walking Tour plaques, book and flyer. Dawn Dunlap was invited but could not attend and thanks were extended to her as well.

The Cambria Craft Beer and Crab Festival had a change of leadership. It has been decided to postpone the event until November. She hoped it did not affect the grant status. Cheryl said it would require an update nearer the time. It would come up during the agenda for the next year so would need to be revisited.

Cheryl introduced Wesley of Eroica Vintage Bike Ride. He gave a brief presentation for an event that will be coming through Cambria in April 2015. Attendance at this event at other locations has been overwhelming. They want to limit the ride to 1,000 riders but there are already hotels booked in Paso Robles and there are places needed. There is great interest in Hearst Castle. This is the only Eroica ride that will come to the coast. The route comes already through Cambria. They are seeking places to stay and support from the community. Vintage riders dress in the period of their bicycle between 1987 and earlier. It is over a 100 mile ride on dirt roads. This is the largest bicycle event in the world. They do not ride mountain bikes. Some of the riders are ex-Olympians and ex-cycling champions. Julia will send the information for putting together the application. Riders stay in and visit the communities on Friday and Saturday and ride on Sunday. They would like to have a rest stop in Cambria.

Cheryl said this had been considering Napa/Sonoma but Wesley persuaded a change to this area. It is intended to be an ongoing event and it would qualify for matching funds. The board will vote on this on Friday at the special board meeting. Event committee will meet earlier that day to make the recommendation of approval. Hospice will be the organization that will benefit from this event.

Taylor Hilden commented that a proprietor in Santa Maria remarked that Cambria is having a big wine festival, Blendfest, that he has heard about through email and on the radio. Great marketing effort.

Cheryl shared a wine bag that SLO Wine Country folks created where guests could go get 6 bottles of wine. It was thought it might be a good idea for the Pacific Coast Wine Trail.

6. Future Agenda Items/New Business

No future agenda items or new business.

7. Adjournment

The meeting adjourned at 2:30 pm

Respectfully submitted,

Julia Mitchell
Managing Assistant